

1990

January	Discovery launches The Discovery Interactive Library, cable television's first entry into the interactive video market.
February	Discovery forms its first corporate programming partnership, signing an agreement with Mobil Corporation, Saudi Basic Industries Corporation (SABIC), and the Saudi Arabian Oil Company (Saudi ARAMCO). The agreement supports the world television premiere of Arabia: Sand, Sea & Sky .
April	<p>Discovery enters the home video arena via direct home video sales. Initial offerings include a minimum of one video per month.</p> <p>Discovery passes the 50 million subscriber mark according to A.C. Nielsen's May Universe Estimate. Discovery stands at 50,367,000 households and ranks as the 7th largest cable network.</p> <p>Discovery ranks #1 in non-subscriber interest (43%) in second annual Beta non-subscriber survey -- well ahead of CNN (35%), ESPN (35%) and AMC (33%).</p>
May	Discovery announces that it will double its original programming hours and offer nearly seven times as many hours of originally created anthologies for its upcoming season.
September	Nielsen announces that Discovery is available to 52.5 million households, making it the sixth largest cable network and surpassing MTV.

1991

March	Discovery's Production Unit launches its quarterly Discovery Specials with the world television premiere of Citizen Carter , a chronicle of Jimmy Carter's post-presidential years.
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FAST FACTS

Discovery Communications, Inc.

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April

Discovery continues as a top-ranked service in nonsubscriber interest, according to the Beta survey.

May

Discovery reaches definitive agreement to purchase The Learning Channel from Financial News Network and Infotechnology, Inc.

September

Discovery airs **The Second Russian Revolution**, an unprecedented six-part series on the rise and fall of Soviet President Mikhail Gorbachev. The critically acclaimed series features extensive interviews with Kremlin and KGB insiders.

October

Discovery Networks, a unit of the newly-formed Discovery Communications, Inc. (DCI), launches the new Learning Channel, devoted to making a world of ideas accessible to its viewers.

November

The Learning Channel premieres **Teacher TV**, a joint production with the National Education Association (NEA) "by, for and about teachers."

1992

January

Discovery gains its largest audience ever - 1.68 million viewers - with **Wings Over the Gulf**, which showcases the aircraft used during the 1991 Persian Gulf war.

Discovery reports its highest-ever monthly prime-time ratings, with a 1.3 average during January, according to A.C. Nielsen. All other ratings categories increase as

February

Yankelovich Monitor study finds that Discovery is the most recognized environmental cable network, according to a survey of television viewers.

March

Discovery offers its viewers a fresh look at the 1992 presidential hopefuls with its timely special, **The Presidential Candidates: Address to the Nation**. The two-hour program is anchored by CBS News veteran Walter Cronkite.

April

Discovery presents its most ambitious original production, **In the Company of Whales**, a feature length film that captures the true beauty and essence of the world's largest mammals. The film is hosted by the world's foremost whale expert, Roger Payne.

The Learning Channel launches **Teacher TV** as a weekly series in response to the overwhelmingly positive feedback of teachers to the November 1991 pilot.

May

The Discovery Channel announces its fall season lineup, its most ambitious ever, with 33 percent of programming original, co-produced or commissioned.

Discovery is again #1 in non-subscriber interest (62%) versus CNN (52%) and the Family Channel (43%). Discovery's new acquisition, The Learning Channel, is

FAST FACTS

Discovery Communications, Inc.

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August

The Learning Channel announces the launching in December of **Ready, Set, Learn!**, a daily six-hour commercial-free block designed to engage two-to-six year olds in enriching programming solely devoted to enhancing their readiness for school.

October 1

A year after its relaunch, The Learning Channel celebrates its one-year anniversary with a subscribership of 17.6 million, up from 15.5 million, its count on October 1, 1991.

December 11

Discovery Communications, Inc. leaps into television's new technology field as it announces **Your Choice TV™** -- a venture designed to help organize the hundreds of new viewing options made possible by digital compression.

1993

January

Discovery Communications, Inc. consolidates ownership of The Discovery Channel - Europe as part of a strategy to create a global brand for the company's highly successful U.S. cable network, The Discovery Channel. DCI also consolidates ownership of The Learning Channel - U.K., which is currently a three-hour-a-day educational television service available only on cable in the United Kingdom.

FAST FACTS

John Hendricks

**Founder, Chairman and CEO
Discovery Communications, Inc.**

Recently hailed by **Business Week** magazine as "the conscience of cable," John S. Hendricks is founder, Chairman of the Board and Chief Executive Officer of Discovery Communications, Inc. (DCI).

DCI owns and operates cable television's The Discovery Channel and The Learning Channel, as well as ancillary businesses in home video, interactive video, magazine publishing, and international program and distribution.

He incorporated the company, originally called Cable Educational Network, Inc., in 1982 in order to develop a new cable television service. As a result of these efforts, The Discovery Channel was launched on June 17, 1985. As the founder of The Discovery Channel, Hendricks created America's first cable network designed to provide world class documentary programming in the areas of nature, science and technology, history, human adventure and world exploration. The Learning Channel, which the company acquired in May 1991, complements Discovery with its mission to consistently offer people of all ages -- from pre-schoolers on -- an enjoyable, entertaining way to learn and satisfy their natural curiosity.

With an initial investment of \$25 million and Hendricks' obsession to bring documentary programming and innovative specials to American television, The Discovery Channel has become one of the fastest growing cable television networks and now ranks fifth in size, with nearly 59 million subscriber households.

-more-

John Hendricks

Hendricks also serves as: Chairman, Board of Governors, National Academy of Cable Programming; Member, Board of Directors, University of Maryland Foundation; Member, James Madison Council, Library of Congress; Member, National Council, National Museum of Natural History, Smithsonian Institute; Member, Board of Directors, Cable Television Advertising Bureau; and Member, Advisory Board, Lowell Observatory.

Before Discovery, Hendricks served as president of the American Association of University Consultants (AAUC) - from 1976 to 1982. Hendricks founded AAUC, a private consulting organization specializing in media relations, television distribution to educational programming and direct mail marketing of educational programs and services. Clients of AAUC during Hendricks' tenure included over 160 colleges, universities and educational film distributors. AAUC worked to generate corporate grant support for university media projects and research activities in the sciences.

In conjunction with his AAUC duties between 1974 and 1980, Hendricks served as Director of Corporate Relations for the University of Maryland (Central Administration). Hendricks managed efforts that generated corporate and foundation contributions totalling \$7 million annually.

From 1973 to 1974, Hendricks served as Director of Community and Governmental Relations for the University of Alabama in Huntsville. While serving as Director

FAST FACTS

Ruth L. Otte

President and Chief Operating Officer Discovery Networks

Ruth L. Otte is a business executive committed to creating a better world, and she firmly believes that television can play a critical role in that endeavor. As President and Chief Operating Officer of Discovery Networks, which manages and operates The Discovery Channel and The Learning Channel, she puts her ideals into practice. Discovery Networks' mission is to present television that enlightens and educates, as well as entertains.

Otte's efforts have won worldwide acclaim for The Discovery Channel, and helped transform a small, entrepreneurial venture into an international multimedia company that operates the fifth largest cable television network in the United States.

When Otte joined The Discovery Channel in October 1986, she established an environment where people are committed to working together with trust and mutual respect, dedicating themselves to innovations in customer service and the production of a quality product, while keeping an eye on the bottom line. She encourages open communication and strives to make everyone conscious of the importance of anticipating and quickly responding to customer concerns and marketplace changes. Most importantly, she ensures that both The Discovery Channel and The Learning Channel fill a specific niche by offering a sizeable audience informative and inspiring programming that is not available on any other network.

Six years later, it is clear that Otte's management style has contributed significantly to The Discovery Channel's success. The network has grown dramatically, expanding its subscriber base from 156,000 to 59 million households. Telecasting 18 hours of programming a day, Discovery has

Ruth L. Otte

(continued)

earned an enviable reputation for its innovative documentaries and nonfiction specials and series covering such topics as nature and the environment, science and technology, history, human adventure and world exploration. The Learning Channel, cable's premier education network, consistently offers people of all ages -- from pre-schoolers on -- an enjoyable, entertaining way to learn and satisfy their natural curiosity.

Otte is quick to share credit with her extraordinary management team, individuals who, she says, help her to continually learn and grow. She believes that learning and continually challenging fundamental assumptions are essential to the company's success. People at all levels are encouraged to innovate and take the lead to create and enroll their colleagues in collaborative goals and projects.

Before joining Discovery, Otte honed both her knowledge of the cable business and her management skills at MTV Networks, where she spent seven years, most recently as Vice President of Marketing for MTV and VH-1 in New York. Her prior background includes eight years of marketing and consumer research experience with major corporations that include The Coca Cola Company, Fuqua Industries, Inc., Eaton Corporation and ITT.

Otte holds an M.B.A. from Georgia State University (1978) and a B.S. from Bowling Green State University (1971) in Bowling Green, Ohio. She graduated magna cum laude from both institutions.

Otte is currently CEO in Residence with the Graduate School of Management & Technology at the University of Maryland, University College. Otte was the 1991 Chairman of the Cable Television Administration & Marketing Society and has served on its Board of Directors since 1987. Her accolades include: the cable industry's Woman of the Year in 1987; one of the Top Ten Women in Cable in 1989; winner of the National Cable Television Association's Vanguard Award for Leadership in 1991; and winner of Women of Distinction Award by the National Association for Women in Education in 1991.

FAST FACTS

Greg Moyer

**Executive Vice President
Programming Group
Discovery Communications, Inc.**

As Executive Vice President of Programming for Discovery Communications, Inc. (DCI), Greg Moyer oversees the creation and acquisition of DCI's programming both domestically and internationally as the company continues to add services worldwide.

Moyer joined The Discovery Channel at launch in August 1985 as Director of Communications. In January 1987, he was named Vice President of Marketing and Communications and served in that post until November 1988 when he was promoted to Senior Vice President of Programming and assigned to lead the company into original production as well as oversee programming on The Discovery Channel and, beginning in 1991, on The Learning Channel. Moyer was promoted to the position of Executive Vice President of Programming for DCI in January 1993.

As Executive Vice President of DCI's Programming Group, Moyer is responsible for the following areas: Discovery Channel-U.S.; Learning Channel-U.S.; Discovery Productions Group; Shared Program Services; and Corporate Partnerships. He is also responsible for the Discovery International programming division, with the exception of TDC-Europe and The Learning Channel in the United Kingdom.

-more-

Greg Moyer
(continued)

Since assuming responsibilities for programming in 1988, Moyer has steered Discovery into an aggressive strategy of original and co-production. Among the first programs were **Ivory Wars**, the critically acclaimed examination of elephant poaching in East Africa, and **Black Tide**, a one-year retrospective look at the tragic oil spill in Valdez, Alaska. Discovery's first originally commissioned series, **Invention**, produced in association with The Smithsonian Institution and the Beyond International Group, premiered in the fall of 1990. Today, there are over 300 hours of original production in the Discovery pipeline.

As head of Marketing and Communications, Moyer's first contributions included launching the award-winning **TDC** magazine (relaunched in September 1992 as **Destination Discovery**); creating the first trade advertising campaign for Discovery; and designing print materials for Discovery affiliates and press promotion.

Moyer was also one of two project art directors responsible for creating Discovery's new on-air promotional package. The on-air look won the "Best of Show" award in the Broadcast Designers Association's 10th Annual International Design competition in 1988.

After graduating from Bucknell University with a B.A. in Communications (1975), Moyer worked as an editor for a chain of daily newspapers in suburban Philadelphia before leaving to incorporate as a freelance photographer, writer, editor and designer. In 1980, he moved to Washington and accepted the post as Director of Communications for the Center of Science in the Public Interest, where he designed and executed a media and marketing plan that drove membership of the Washington, D.C.-based non-profit organization from 25,000 to 80,000 members.

Moyer left the Center for Science to accept the post at Discovery less than two months after the cable service launched.

IS YOUR WORLD REACH II

ALASKAN
BEARS



ALASKAN BEARS

Going where no camera has gone before, the producers of *Alaskan Bears* create respect and concern for these awe-inspiring creatures.

Filming with the aid of bear experts from the Alaska State Department of Fish and Game, *Alaskan Bears'* camera crews were able to get incredibly close to their



5 FOUR WORLD



A WORLD
AWAY

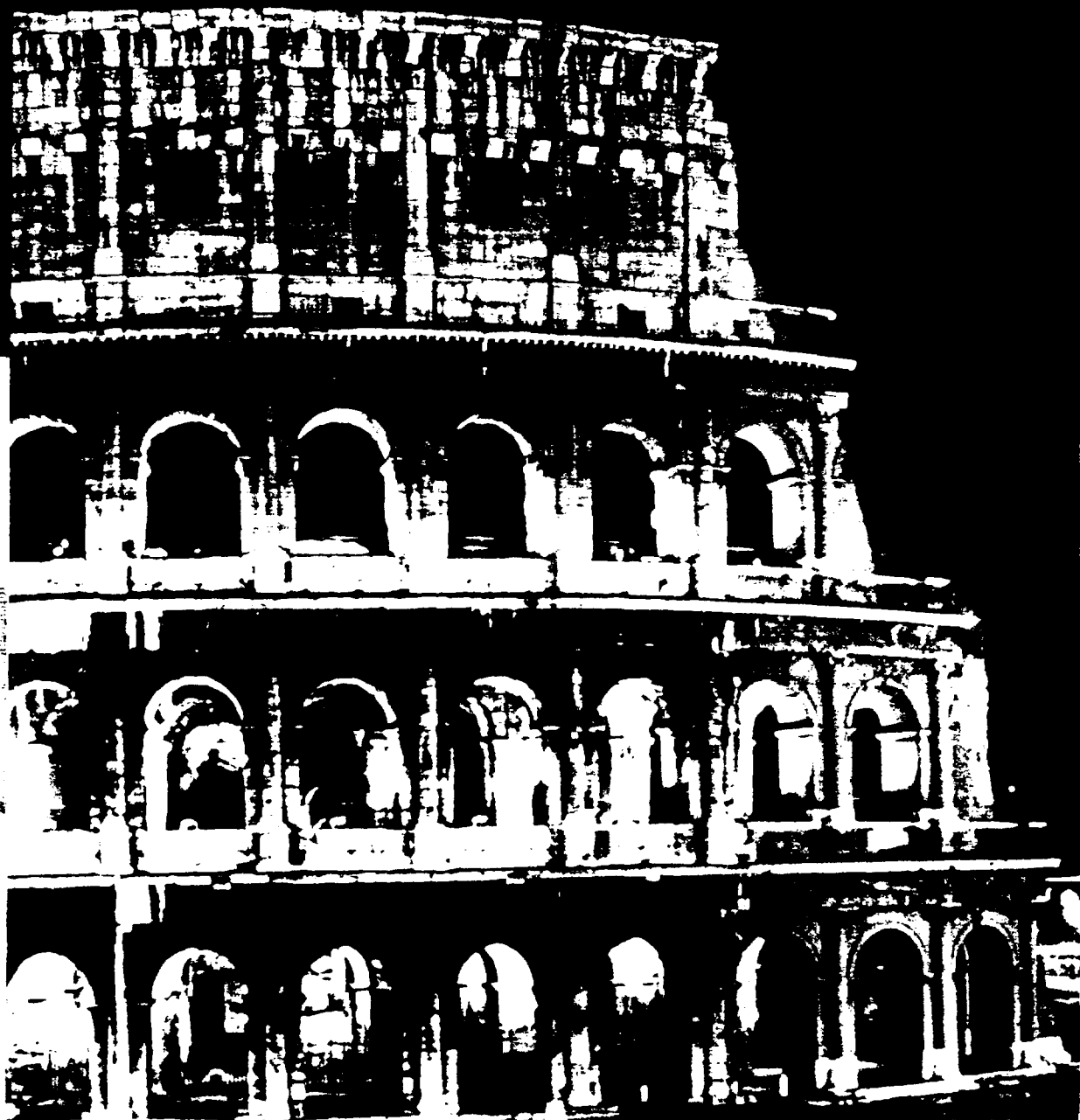
PORTRAIT OF
A PEOPLE

DISCOVERY
PROFILE
SERIES

DISCOVERY
SHOWCASE

DISCOVERY
SIGNATURE
SERIES

DISCOVERY
CHANNEL



A WORLD AWAY



Let award-winning writer/producer Nancy Glass tempt you away from your usual routine with a whirlwind trip to an unusual destination. From an impromptu bongo concert in

London's Covent Garden to a stirring Buddhist ceremony in a Tibetan shrine to the sparkling spray of a wild New Zealand adventure, it's a series of **one-hour** trips that truly take you...*A World Away*.

PORTRAIT OF A PEOPLE

Portrait Of A People is a new, multiple award-winning anthology of shows concerning endangered cultures. Worldwide events make this anthology of **hour-long episodes** even more important than ever. One of this year's episodes, *Disappearing Worlds: The Wodaabe*, features a cattle herding tribe in the vast African desert. As the Wodaabe lifestyle grows more and more tenuous, so does their tribal identity.

The cameras that filmed this episode may have captured the Wodaabe's last moments. Other episodes this year include *Fragile Earth: Triangle of Life*, *Lost Land of Tanu Tuva*, and *Disappearing Worlds: The Kayapo*.

Many episodes of *Portrait Of A People* were made by Granada TV, maker of JEWEL IN THE CROWN and BRIDESHEAD REVISITED.

DISCOVERY PROFILE SERIES



Host: Phil Donahue

Focusing on magnetic personalities, historical events and social sciences. That's the mission of *Discovery Profile Series*, a returning anthology of **one-hour mini-series episodes**. This year, the mini-series includes *Great Fighting Machines of World War II*, which examines the courage shown by men at war as they grapple with the technology that would change defense forever. Other mini-series scheduled: *Crime Inc.*, *Jack Hanna's Wildlife Series* and the *Human Animal*, hosted by Phil Donahue.

DISCOVERY SHOWCASE

Since the fall of 1988, *Discovery Showcase* has presented a potpourri of some of Discovery's most popular programs and exciting premieres. Continuing in the tradition of superlative **hour-long episodes**, this year's schedule includes two **new episodes**: *The Nature World of Mitsuaki Iwago: Penguin Summer*, filmed in Antarctica, and *Bodie: Ghost Town Frozen in Time*, an entertaining look at a harsh gold mining camp. Other shows include *The Next Disaster — Are You Prepared?*, and *The Dynamite Dynasty*, about a family-run demolition company.

DISCOVERY SIGNATURE SERIES

Discovery is known for its nature and adventure series and *Discovery Signature Series* is the best of the best. This year's **hour-long programs** include the **new** mini-series *Endangered World - Zimbabwean Trilogy*, the **new** five-part mini-series *Secrets of the Deep*, and the returning four-part mini-series *The Galapagos*.



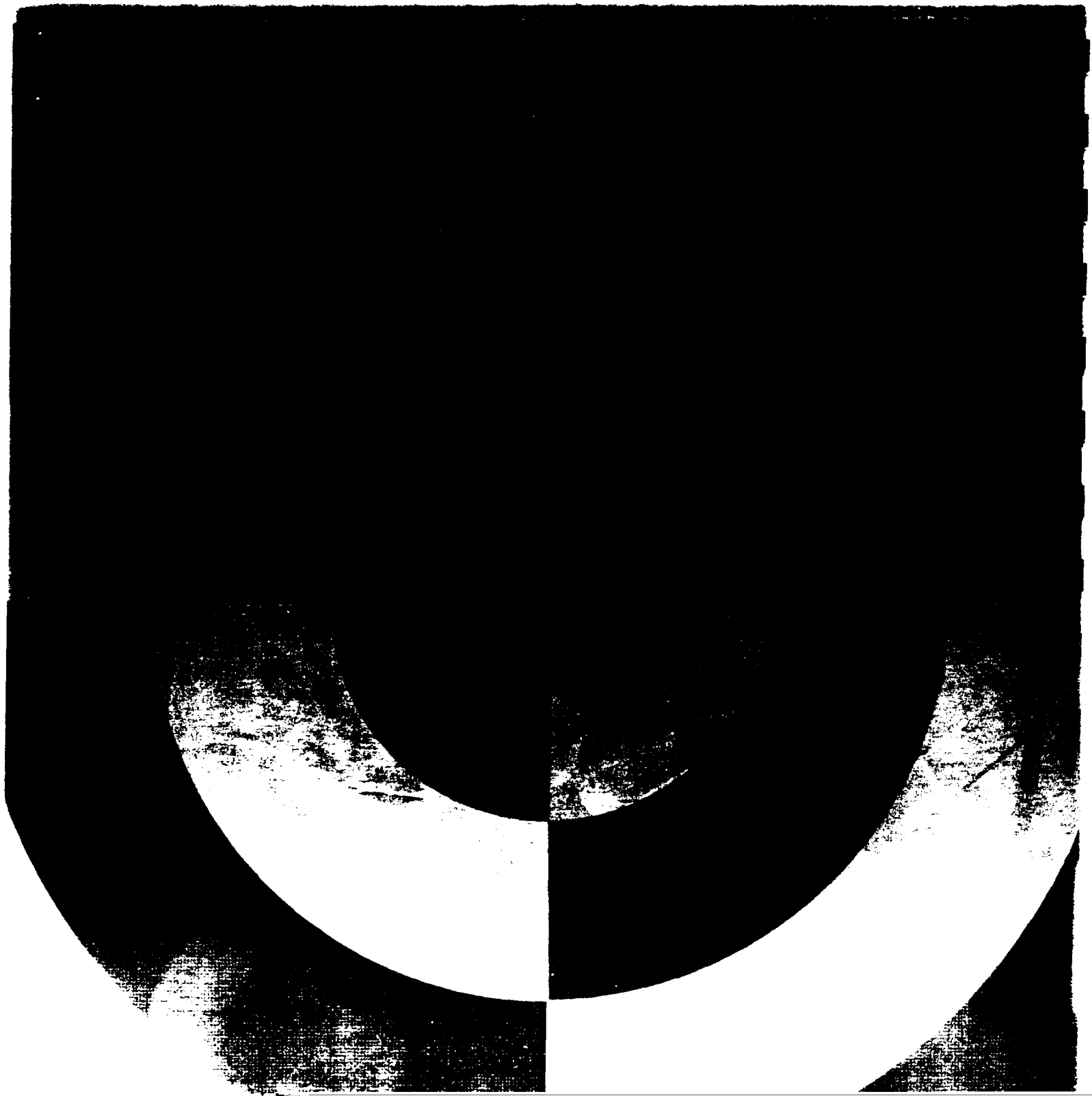
DISCOVERY SUNDAY

Discovery Sunday features premiere airings of high-profile documentaries and repeats of popular programs in a variety of genres often with a pop culture twist. The **two-hour block** may showcase two different one-hour programs or one two-hour program. Highlights for this season include *Radio Bikini*, a chronology of atomic testing on Bikini Atoll, *Beyond Bizarre*, an exploration of strange people, places, and rituals, *Korea: The Forgotten War*, and *Women Undercover*, a look at women working for the DEA hosted by actress Betty Thomas (Sgt. Lucy Bates of *HILL STREET BLUES*).

DISCOVERY PRESENTS...

All week long for 13 weeks, *Discovery Presents ...* offers viewers **hour-long** opportunities to immerse themselves in exciting, engrossing and often unusual subjects. Viewers might spend five consecutive nights exploring *The Wonder of Western Australia*. The next week, they'll delve into *Timewatch*, the series that probes the mysteries of history. Or broaden their understanding of our world in Emmy Award-winning *Planet Earth*. Every night the story builds. Every week a new subject takes the stage. *Discovery Presents ...* is a unique chance to know a single subject inside out - and that means viewers come back night after night, week after week.





IT'S YOUR WORLD

FRONTIERS
OF FLIGHT

SKYBOUND

X-PLANES

WINGS



THE WORLD: A TELEVISION HISTORY

How can you stuff 10 million years of human history into 25 **half-hour** episodes? Ask Professor Geoffrey Barraclough, editor of *The Times Atlas of World History*, the international bestseller that's sold over 400,000 copies. He's the principal consultant for one of the most ambitious television series ever produced. Using specially designed animated maps, unique computer generated graphics, and both rare and specially commissioned footage, *The World: A Television History* provides a truly global and geographical view of human history.

The World: A Television History uses no interviewers and no presenters. The series relies entirely on innovative visual techniques to bring to life our common history. From the dawn of mankind to the end of the Cold War, *The World: A Television*



History breaks down world history into insightful, easy-to-digest chunks.

PROGRAM HIGHLIGHTS

THE AGRICULTURAL REVOLUTION — 8000-5000 BC

When man began to selectively breed and cultivate certain animals and plants, he started down the road to controlling his environment. But what demands did agriculture and herding put on early tribal structures? How did communities eventually turn into cities? And why was the transition from hunter to farmer so important?

THE MONGOL ONSLAUGHT — 850-1500

Genghis Khan and his Mongol hordes were a tide of terror that swept across the Asian steppes and threatened to conquer the world. How did he unite the Mongols into a legendary fighting force, feared for their military prowess and superb horsemanship? What happened to the peoples they conquered? And why did the Mongols eventually disappear?

AFRICA BEFORE THE EUROPEANS — 100 - 1500

Egypt, Axum, Mali, Benin. The great civilizations of Africa — centers of learning and vast networks of trade and commerce. From their artistic



heritage to their universities, the cultures and peoples of Africa still influence our world today. But how much do we really know about them? How did the spread of the Bantu from Cameroon change the nature of sub-Saharan Africa? And what events sowed the seeds for the great kingdoms' eventual conquest and downfall?

THE END OF THE OLD ORDER — 1914-1929

By 1914 Europe was a powderkeg waiting to explode. When it blew, it took the rest of the world with it into World War I. What happened next? How did the boom of the postwar years turn into the bust of worldwide depression? And how did the end of the old order and economic catastrophe instigate the rise of the Nazis?



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FRONTIERS OF FLIGHT

The first powered flight.
The first cross-country
flight. The first
transatlantic flight.

The first flight around
the world. The first
space flights. Each
barrier fell to brave men
and women who risked
and sometimes lost
their lives. Who better
than the Smithsonian
Institution and

Discovery to recount
that glorious, exciting
history? Each episode
of this new hour series
celebrates different

Frontiers Of Flight, as
filmmakers revisit the
excitement with the
classic plane collection
of America's most-
visited museum, the
Smithsonian National
Air and Space Museum
in Washington.

SKYBOUND

From gossamer-winged
ultra-lights to 3,000
meter free falls, the
intoxicating thrill of
breaking earthly bonds
is captured in
Skybound. Discovery's
new half-hour series
explores different facets
of flying: helicopters,
aerobatics, gliders,
parasailing, bush pilots,
engineering,
development and more.
Skybound brings earth-
bound viewers real life
adventure most can only
dream about.

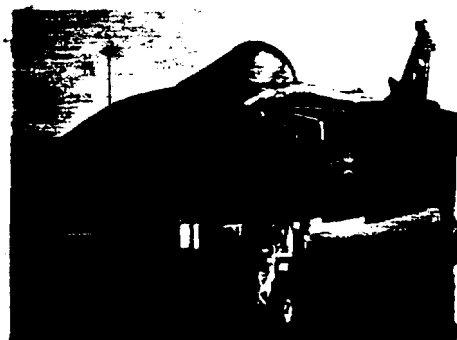


X-PLANES

How does it feel to
punch a hole in the sky?
Chuck Yeager knows. In
X-Planes, Yeager and
other test pilots will tell
you what it's like to
push the edge of the
envelope in an
experimental prototype.
X-Planes' cameras put
you in the cockpit of the
X-2 No. 2 as Mel Apt
breaks Mach 3 - and
then crashes in a ball of
flame on a dry lake bed.
Discovery's new half-
hour series brings
viewers more
fascinating facts about
the airplane prototypes,
more stories of their
design and designers,
more eyewitness stories
from the pilots, and
more of the challenges
test pilots face every day
of their lives.

WINGS

Wings is back for
another heart-
pounding, adrenaline-
rushing season.
Discovery's returning
hour-long anthology is
the last word for flight
fans. Fighting jets
and civilian transports.
Stealth bombers and
supersonic missiles.
Viewers get a healthy
dose of history,
behind-the-scenes
stories, techno-info
and slam-back-into-
their-seats views from
the cockpit. For speed
and precision, *Wings*
is where it's at, and
diehard viewers agree.



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THE
Discovery
CHANNEL

...S YOUR WORLD

THE BIG WET

THE
Discovery
CHANNEL

THE BIG WET

Once a year, the dry reaches of Northern Australia are battered by torrential monsoon rains. Where does a koala bear go in the downpour? Does the duckbill platypus mind the monsoons? Viewers will find out in



The Big Wet, a new one-hour documentary offering a rare glimpse of an annual natural drama. For some it's a time of regeneration; for others, a moment of reckoning.

Produced in Australia, *The Big Wet* looks at how one of the most unusual ecosystems on earth reacts to the variables of the monsoon.



A DISCOVERY ORIGINAL PRODUCTION.



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YOUR WORLD REACH IT

JUSTICE FILES

TERRA X

ARTHUR C.
CLARKE'S
WORLD OF
STRANGE
POWERS

THE
Discovery
CHANNEL®

JUSTICE FILES

Justice Files, Discovery's new hour-long series, presents a gripping alternative to



tabloid TV crime shows and superficial coverage of America's crime explosion. Emmy award-winning ABC News correspondent Forrest Sawyer leads viewers through real cases, getting into the story with real cops and real victims. Painstakingly reconstructed stories use actual video, participants and eyewitnesses. *Justice Files* doesn't stop with the crimes. It delves into the reasons for crime, examining how each type of crime



affects society and how to prevent similar crimes in the future. Star attorney Arthur Miller describes how laws have changed as a result of the cases

TERRA X

The Curse of the Pharaoh. Atlantis. Ancient astronauts visiting Corsica and Malta. Is there any truth to these myths and legends? Yesterday's mysteries get solved by today's scientists in *Terra X*, the returning half-hour series. Was there really a pharaoh's curse? Yes, but it wasn't mystical. It was a cleverly laid Egyptian bacterial booby trap that poisoned some of the discoverers of King Tutankhamen's tomb. To find out more, viewers can turn to *Terra X*.

ARTHUR C. CLARKE'S
WORLD OF
STRANGE POWERS

Magic...extra-sensory-perception...ghosts. The supernatural is the subject when scientist, author and inventor Arthur C. Clarke takes viewers on a half-hour journey to the edge of reality. *Arthur C. Clarke's World of Strange Powers* investigates curious visions and odd possibilities in a manner that will give even the hardest-headed pragmatic viewers food for thought.



IT'S YOUR WORLD

GRAHAM KERR

GREAT CHEFS

THE LOW
CHOLESTEROL
GOURMET

PASQUALE'S
KITCHEN
EXPRESS

THE
Discovery
CHANNEL